

FLORAL DESIGN CAREER DEVELOPMENT EVENT

What is it?

This CDE builds your knowledge and skills in arranging and pricing flowers and foliage. The competition includes the creation of an assigned arrangement and the creation of a design of choice arrangement. In addition, you will create an itemized bill for the design of choice arrangement.

Career Opportunities

Career Clusters

- Agricultural Forestry Production
- Management and Financial Specialties
- Marketing and Financial Specialties
- Science and Engineering
- Social Services
- Education and Communication

Career opportunities found in the career cluster areas:

- **Agricultural and Forestry Production** - flower producer, floral designer, florist, floral shop operator
- **Marketing and Financial Specialties** – flower grader
- **Education and Communication** – writer/editor for flower magazine or publication

Educational Requirements

Associate Degree and/or industry training – floral shop operator, flower producer, floral designer, florist, floral shop operator

Bachelor Degree – writer/editor for flower magazine or publication

SAE Opportunities

Design and sell floral arrangements, job placement at a floral shop, grow and dry flowers to be used in floral arrangements for local craft shows

Proficiency Award Areas

Floriculture

Diversified Horticulture

Curriculum Resources

- *Arranging Cut Flowers*. 1985. Ortho Books. Chevron Chemical Company.
- *Floral Design and Marketing*. 1988. Ohio Agricultural Education Curriculum Materials Service. The Ohio State University, Room 254, 2120 Fyffe Road, Columbus, OH 43210
- *The Art of Floral Design*. 2000. Norah T. Hunter. Delmar Learning.
- *Introductory Horticulture*. 2002. H. Edward Reiley & Carroll Shry. Delmar Learning.
- *The Floral Artist's Guide, A Reference to Cut Flowers and Foliages*. 2001. Pat Diehl Scafe. Delmar Learning.
- CAERT Library Lessons – *Horticulture Library*